

GUJARAT UNIVERSITY
BBA Sem. - VI
CC – 314: Advanced Marketing Management
April - 2021

Time: 2:00 Hours

Total Marks: 50

Instructions: (1) All Questions in **Section I** carry equal marks
(2) Attempt any **TWO** Questions in **section I**
(3) Question V in **section II** is **COMPLUSORY**

SECTION - I

Q. 1 (A) Explain the characteristics of Business Market. (10)

Q. 1 (B) Discuss the Business Buying Process in detail. (10)

Q. 2 (A) Discuss the methods of setting Advertising Objectives. (10)

Q. 2 (B) Discuss the Media Decisions. (10)

Q. 3 (A) Discuss Rural Marketing Mix in detail. (10)

Q. 3 (B) What are the major Reasons for Rural Market Boom. (10)

Q. 4 (A) Explain the benefits of CRM. (10)

Q. 4 (B) Discuss Relationship Building as a Process. (10)

SECTION – II

Q. 5 MCQ's. (Any TEN) (10)

Q. 1	Which of the following statement is <u>NOT CORRECT</u> regarding Business Markets?
A	There are fewer numbers of buyers and sellers in business markets.
B	Business Suppliers have Closer Relations with customers.
C	The Business Buyer's risk can be very Low.
D	Strong loyalty is developed between buyer and seller in business markets.
Q. 2	Few Buyers but large order size is the key characteristic of _____.
A	Business Market
B	Consumer Market
C	Retail Market
D	All of the Above

Q. 3	Mr. Jatin buys goods and services for use in the production of products that are sold and supplied to others. Mr. Jatin is involved in ____.
A	Consumer buying behavior
B	Post-purchase dissonance
C	Retail buyer behavior
D	Business buyer behavior
Q. 4	The people in companies who authorize the action of deciders or buyers are known as ____.
A	Influencers
B	Deciders
C	Approvers
D	Buyers
Q. 5	Which of the following is <u>NOT CORRECT</u> in relation to elements of AIDA?
A	Awareness
B	Interest
C	Decision
D	Action
Q. 6	“Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified person”. Who stated this?
A	Australian marketing Association
B	American marketing Association
C	European marketing Association
D	Indian marketing Association
Q. 7	Creating innovative and new ideas, identifying customers benefit, selecting specific appeals for advertisements are the part of ____.
A	Media Selection Decision
B	Advertising Budget
C	Measuring Communication
D	Message Strategy Decisions
Q. 8	Which of the following is <u>NOT</u> one of the Objectives of Advertising?
A	Correcting Misconception
B	Create Awareness
C	Diminish Competitors Product
D	Stimulate Trial
Q. 9	Hoarding, Poster, Blimp, Street Furniture, etc. falls under ____.
A	Out of Home Advertising
B	Radio Advertising
C	Digital Advertising
D	Mail Advertising

Q. 10	An important characteristic of rural marketing is that it is very large and _____ market.
A	Poor
B	Limited
C	Attractive
D	Scattered
Q. 11	The rural population is moving towards urban sector for _____.
A	Business
B	Employment
C	Education
D	All of the Above
Q. 12	The Rural Customers are highly attracted by _____.
A	Visual and Pictorial Advertisements published in Local and Regional Languages.
B	Digital Advertisements
C	Data and Facts about Products
D	Product Durability
Q. 13	The Various Stages of Ladder of Loyalty starts with the _____.
A	Advocate
B	Prospect
C	Client
D	Partner
Q. 14	The First step in CRM Implementation Road Map is _____.
A	Scenario Analysis
B	CRM Planning
C	Process Design
D	Solution Development
Q. 15	Which one of the following is <u>CORRECT SEQUENCE</u> of Customer Relationship Building Process?
A	Identify – Differentiate – Interact – Customize
B	Identify – Differentiate – Customize – Interact
C	Identify – Interact – Customize – Differentiate
D	Interact – Differentiate – Identify – Customize